



PHILIP MORRIS

U.S.A.

120 PARK AVENUE, NEW YORK, N.Y. 10017-5592. TELEPHONE (212) 880-5000

December 7, 1998

Ms. Parker Gentry
PETERSEN PUBLISHING
110 Fifth Avenue
New York, NY 10011

Dear Parker:

As discussed in our recent telephone conversation, PETERSEN PUBLISHING GROUP has agreed to assist the Basic brand group with their sales incentive program.

As agreed, PETERSEN will provide Philip Morris with a check for \$6,702 for T.V.'s, VCR's and Baseball equipment which has been purchased for this program. Please make your check payable to Philip Morris USA, care of Diane Laska.

In addition the remaining merchandising dollars with PETERSEN will be used to purchase 1999 Superbowl Tickets for our Trade Marketing Program.

Thank you and everyone at Petersen for your assistance with our various events.

Sincerely yours,

Phyllis E. LaRusso
Assistant Media Manager,
Print Portfolio

cc: R. Camisa
D. Laska
R. Schneider

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MARLBORO BENSON & HEDGES MERIT VIRGINIA SLIMS PARLIAMENT LIGHTS BASIC CAMBRIDGE ALPINE